

Help us to put ŌTAUTAHĪ on the map with ...

Te Kupu o te Wiki

... starts 21 July 2014

Why are we putting ŌTAUTAHĪ on the map?

ŌTAUTAHĪ is the Māori word for CHRISTCHURCH. In 2014, ŌTAUTAHĪ is one of 50 Māori words and names we'll be teaching the nation over 50 weeks. We're also introducing these place names:

- > Wīwī - France
- > Hāmoa - Samoa
- > Poihākena - Sydney
- > Papatūānuku - Earth



Who is Te Kupu o te Wiki for?



Everyone!

- > Tourists
- > Wānanga
- > Airports
- > Tourism
- > Airlines
- > The media
- > Whānau, hapū, iwi
- > Public transport
- > Embassies
- > Hotels / motels / hostels

We invite your organisation to help bring these Māori names to 4 million New Zealanders and our visitors.

How we'll do it

Each week, we'll help you to learn and use each kupu Māori (Māori word or name).

Include the names on welcome signs, promotions, sales, road signs and maps.

After 12 months, these 50 Māori words and names can be used as a basis for building Māori language skills.



Our vision

Communities will learn and be encouraged to use these Māori place names:

"How long have you lived in Ōtautahi?"

"She went to Poihākena for Christmas."

"The capital of Wīwī is Paris."



What are the benefits?

Te Kupu o te Wiki helps te reo Māori to grow in its homeland.

Supporting **Te Kupu o te Wiki** is good for business, it's a talking point for customers.

Promoting te reo Māori with tourists and visitors is a unique part of the NZ experience.

Be a Māori language leader

For **Te Kupu o te Wiki** to succeed, we need language leaders – individuals and groups to make **Te Kupu o te Wiki** happen.

What will language leaders do?

- Get your organisation on board.
- Organise promotions and events for each new kupu.
- Support customers with pronunciation.
- Seek the support of leaders and managers, so kupu Māori are learnt at all levels.

What does a language leader need?

- Enthusiasm to help others.
 - To represent te reo Māori positively.
 - Passion, let's make it normal to use te reo Māori at work, at home etc.
 - Commitment e.g. finding a little time each week to pull the information together.
- Basic Māori language skills. If you're not confident with the language, that's ok, invite Māori speakers to support you, or use our audio resources.

We're introducing these 'Kupu o te Wiki' on these dates:

Date	Kupu	English word	Promotions
11 Aug 14	nau mai	welcome	A national welcome. THE welcome sign for Government, tourism industry.
10 Nov 14	Ōtautahi	Christchurch	Help us to put Ōtautahi on the map. OCC for a week.
24 Nov 14	pāremata	parliament	New parliament sits.
26 Jan 15	Poihākena	Sydney	Australian Embassy • NZ Embassy.
2 March 15	Te Waipounamu	South Island	Put Te Waipounamu on the map. Matatini Festival in March.
20 Apr 15	Papatūānuku	Earth	Environmental groups, DoC.
1 Jun 15	Hāmoa	Sāmoa	Te Wiki o te Reo Hāmoa • Sāmoan Embassy.
13 Jul 15	Wīwī	France	French Embassy, sample kai wīwī?

Resources

By **June 27** we'll have resources available online at www.koreromaori.co.nz



**Te Wiki o
te Reo Māori**